

SAH! update

ANSTF

November 2014

Falls Church, VA

Craig Martin, USFWS (MOU update)

Don MacLean, USFWS (Brand issues)



**STOP AQUATIC
HITCHHIKERS!™**

Memorandum of Understanding
Between the
U.S. Fish and Wildlife Service
and
Wildlife Forever

Excerpts from MOU:

I. Parties

This agreement is entered into between the U.S. Fish and Wildlife Service and Wildlife Forever ("WF"), a non-profit organization.

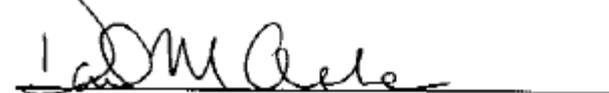
II. Authority

This agreement is entered into under the authority of the Fish and Wildlife Act of 1956 (16 U.S.C. 742a – 742k) and the Fish and Wildlife Coordination Act (16 U.S.C. 661-666).

III. Purpose and Objectives

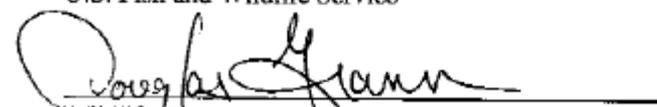
FWS and WF have mutual goals to educate and inform the public about the threat of aquatic and terrestrial invasive species and about national conservation issues in general. FWS achieves this through the Stop Aquatic Hitchhiker! campaign and other conservation programs for outreach and education with materials, events, and WF achieves this through the Threat Campaign partnership and the State Fish-Art program for education and outreach to the public and associated members. This agreement will allow these two parties to collaborate on information, outreach, education, and media campaigns related to shared natural resource conservation goals. This agreement may also be used as the basis for further cooperative projects and agreements as the parties see fit.

Signatures



U.S. Fish and Wildlife Service

9-11-12
Date



Wildlife Forever

9-11-12
Date

MOU: USFWS and Wildlife Forever

- Transferred operational lead of SAH!
 - Website development and maintenance
 - Invasive species awareness and prevention
 - Implement/coordinate educational programs
 - Enter into specific agreements with funding entities to accomplish projects

*National Invasive Species
Outreach and Education*



Promoted nationally consistent branding

Reached over 1.2 billion brand impressions

- Print advertising
- Highway billboards
- SAH! events

Outreach projects and tools

*2013 Annual Report
Reaching Millions and Millions*

SAH! product catalog

ProtectYourWaters.net
CleanDrainDry.org



A non-profit organization dedicated



to maintaining our wildlife heritage

October 9, 2014

Mr. Dan Ashe
Director
U.S. Fish & Wildlife Service
1849 C Street, NW
Washington, DC 20240

Excerpts from suspension letter:

Dear Director Ashe:

Good morning, Dan. It is with regret I write this letter to suspend the MOU with the U.S. Fish & Wildlife Service (FWS) naming Wildlife Forever the operational lead of the Stop Aquatic Hitchhikers! (SAH) campaign. The initial FWS investment of \$50,000 back in 2012 established the partnership with considerable progress generated toward local, state and federal campaign coordination.

We value our long-standing conservation relationship with the FWS and will seek venues to work together in the months ahead. Please know our future AIS outreach will work in parallel with your in-house campaign efforts. When and if new funding opportunities arise, Wildlife Forever stands ready to again provide leadership and marketing expertise for SAH on a national platform.

Sincerely yours,

Douglas H. Grann
President & CEO

WF/FWS MOU suspension

- Provided 60 day notice of suspension of MOU
 - Lack of funding to support national coordination
- FAC response letter in process
 - Accepting the MOU suspension
 - Considering the MOU null-and-void

Back to the drawing board: Next steps

- **FWS' Branch of Communications and Partnerships**
 - ProtectYourWaters.net
 - Upgrade to a content management system
 - Redesign the website
 - Campaign outreach material sent to new partners
 - Coordinate domain names and webhosting fees
 - Enhanced links to social media and other communication forums

Outreach Committee

(or SAH! ad-hoc advisory committee)

- Provide advice and create (develop or share) content for ProtectYourWaters.net
- Provide (develop or share) campaign assets and tools to assist partners in delivering the campaign.
- Provide stakeholders with a campaign input and feedback mechanism
- Encourage the use of SAH! campaign among members and partners as part of a nationally-coordinated outreach program
- Promote SAH! brand standards so they are implemented consistent with the Brand Standards Manual

Additional national coordination functions needed

- Develop a process for approving brand modifications outside of the standards
- Develop a process for developing and handling expanded branding opportunities for consistent marketing messages